



## Email Ramp-Up Procedure

### Introduction

Recipient inbox providers and email filtering services track your email sending history and use algorithms to measure your sender reputation – in other words, they gauge how likely you are to send high quality email based your past behavior, and use this reputation estimate to help determine whether your next email will be rejected, sent to junk/spam, or delivered to the inbox.

When you change your email sending IP, domain, or email service provider (ESP), you may lose any reputation you have previously developed. Depending on the recipient network, it may be as if you have no reputation history.

It's important to employ a ramp up procedure to re-establish a positive sender reputation with these new variables before you resume sending email at your normal and full volume. A ramp up procedure also allows you to catch any issues in your list, campaigns or automation before they impact your reputation. If you immediately send at full volume or start off by building a negative reputation, you may suffer from deliverability issues that will be difficult to recover from.

## Ramp-Up Procedure

- 1 Start with a small segment (no more than 500) of your most active and engaged recipients. These should be recipients that are the least likely to bounce or complain.
- 2 Confirm you are not sending to any contacts that should be suppressed: previous hard bounces, unsubscribes, complainants, role accounts, or those that have not provided explicit permission.
- 3 Add older and less engaged segments each day to increase your volume.
- 4 Increase the volume slowly by no more than double the previous day, for five days or more until you reach your normal and full volume. For very large lists, it could take weeks until a reputation is established and full deliverability is reached.



# Monitor the results and adjust accordingly

<b>Open/click rates</b>	If your starting segment is composed of your best contacts, you should see opens and clicks from these recipients. If you don't see opens and clicks, verify your segmentation is correct.
<b>Bounces &amp; spam</b>	Excessive hard bounces or spam complaints. Verify that you are following <a href="#">industry standard best practices</a> across your marketing pipeline. Re-evaluate your list and ensure you are only sending to engaged contacts, as it's critical to send the highest quality mail during the ramp up procedure.
<b>Bulking</b>	Bulking early on can be normal, but it should clear up if you continue to send mail to engaged contacts.
<b>Delays</b>	Delays are fine as long as the email is ultimately delivering. If a significant amount of email is delayed until it times out (about 72 hours), try to back off volume-wise and again, double check your list quality.
<b>Blocks</b>	Blocks are a stronger indicator that you are ramping up too fast or your mail quality is too low. In addition to ensuring you're sending to engaged contacts, verify that you are following industry standard best practices.

Backing off volume is typically a safe move for any circumstance during the ramp up procedure, but don't stop sending completely unless it's necessary - consistent volume is important to maintain a good reputation. The goal of this procedure is to build reputation, and you can't do so without sending email. **After the initial ramp-up, use this procedure anytime you make a significant increase to your marketing volume or sending frequency.**



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